Radio/WCSR: Correspondence, 1953

30. Radio

35

INTERCOLLEGIATE
BROADCASTING
SYSTEM

STORRS, CONNECTICUT

THE TREASURER

17 February 1953

Ruth R. Wolff, Manager
W C S R
10.5 Prospect Street
Northampton, Massachusetts

Dear Miss Wolff:

Thanks very much for your note of 5 February.

I was, of course, sorry to hear that conditions make it impossible for WCSR to join the System during the current academic year, but I fully understand and appreciate the unfortunate financial corner in which the station finds itself at this time. I sincerely hope that the situation will show improvement in the near future.

With a view toward maximum effectiveness and minimum expenditure, I hope you will proceed quite cautiously with plans for alteration of the transmission system, perhaps if possible deferring major action until such time as the station may avail itself of IBS advice in the matter. Meanwhile, I shall be happy to render informal assistance, if desired, on interim phases of this problem.

Please convey my thanks and appreciation to those members of the WCSR staff whose gracious hospitality made my visit of 9 January so pleasant.

With best regards,

Jay Wylie

James R. Wylie

JRW:whc
cc:

Digitized by the Internet Archive
in 2024 with funding from
Amateur Radio Digital Communications, Grant 151

https://archive.org/details/wcsrcorresponden00unse_3

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

March 4th, 1953

Miss Sandra Baron
Program Director
Radio Station WCSR
Northampton, Massachusetts

Dear Miss Baron:

Hm. I have your letter of the 2nd stating that you sent in the survey in December. We have looked again, and checked with Lucky Strike, but we just don't have it.

So, if you have any record of what the survey showed, please fill in the enclosed form and return to us. If you don't have records, however, best to forget survey number one and proceed survey number two.

Of course we know you have a station out there and a pretty good one, too; but your letter of the 2nd was the first response to the several survey follow-up letters which have gone your way (for example, February 12th.) I'm sorry I had to be so ungentlemanly, but then we did get the information we had to have!

Re: the music shows WAMF is doing - as Ed explained, records are going to stations who have few or none. WCSR does have classical records, so you were not on that list. You are on the sales list, and, should a sponsor pick your school, you will of course be in on the part that counts mostest - the part for which you are paid.

Cordially,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Operations Manager

RV:lk

6 pk. a week for 2-3 show.
For next year.

E. S. R. Corp.

Eastern States Radio Corporation
Columbus 16, Ohio

April 20th, 1953

Dear Station Manager:

We are happy to advise you that the American Tobacco Company would like again next year to sponsor the Lucky Strike program series on your station.

Enclosed for your consideration are two copies of the contract for these broadcasts. Differences between the new contract and the current contract under which you are now broadcasting are as follows:

1. Next year your station will not be required to agree not to carry advertising competitive to Lucky Strike.

2. However, in accordance with standard network practices, your station is asked to agree not to carry any advertising competitive to Luckies within the periods 30 minutes before and 30 minutes after any programs you do for Lucky Strike.

3. All rights to the program material you receive from United Press are reserved to Luckies. You cannot sell any UP news, sports, or feature programs to any sponsor except Lucky Strike.

4. You may carry as many sustaining programs featuring UP news, sports, and features as you want; but each such sustaining program must be introduced and closed with "This (news) is brought to you through the courtesy of Lucky Strike cigarettes."

Again next year your station will be asked to provide 12 programs a week in exchange for the news service (or 13 programs a week if you broadcast commercially only 5 days a week). Exact times again will be recommended in advance by you, but are subject to final approval of the sponsor. And, you must have a regular schedule, so that the Luckies programs are heard at the same time every day throughout the year. As in the current contract, you must agree to furnish a minimum of 312 15-minute broadcasts for Luckies during the school year.

Sign and keep for your files the enclosed copy of the contract which has been signed by representatives of ESRC. Sign the other copy and return it to us at once together with one copy of next year's schedule sheet. Note: Two signatures are required from the station - preferably, the manager should sign first (on the line marked "by"), and the faculty advisor should sign second (on the line marked "as to the Broadcaster"). If a faculty advisor is not immediately available, however, the second signature may be that of a student who will hold some office next year.

Please return our copy of the contract and next year's schedule sheet immediately in the air mail return envelope provided. Of course we will be happy to answer any questions which may come to your mind about next year's series if you will contact us by air mail.

Sincerely,
EASTERN STATES RADIO CORPORATION

WPRU

princeton broadcasting service, inc.

PRINCETON, NEW JERSEY • PHONE 788

Please send us, as soon as possible, the name and address of the largest record outlet for Smith students which might be interested in handling the distribution of the 33 LP records.

Music House
Main St
Northampton

Very Sincerely Yours,

John Tucker

John Tucker
Associate Production Dir.

"540 on your dial"

WPRU

princeton broadcasting service, inc.
PRINCETON, NEW JERSEY • PHONE 788

May 8,1953

Dear Roo,

Courtesy of a grubby typewriter and my equally obnoxious typing technique, I send thee this epistle to notify you that George has gone the way of all good Production Directors to the Happy Hunting Ground of Program Director.

One of the more onerous tasks which fall to his successor is that of trying to get the shows for next year lined up with the new Program Director breathing down my neck and demanding the impossible which he had such a winning way of pulling out of the air.

Anyway, I want to get this year's business cleared up and on to bigger and better things as soon as possible. This entails a few questions to you. To wit:

Do we owe you any tapes? If so, how many, and what size?

Is Miss Herty's golden voice again going to grace the airways of WPRU (Compleat with new transmitter, I hope) next year.

If so (my devout wish), when will the first show be ready? If no can do before the week of Sept. 21, would it be possible to send us a first show before the end of this year.? As a matter of fact, it would be nice if you could send us a show beamed directly at freshmen which could be played during the week of Sept. 14. Es possible?

Good luck in examens, etc.

Questingly yours,

Johnny

John A. Walker
Production Director !

Dear Johnny,

As the prompt, efficient, business-like secretary to the most Honorable Miss Roo Herty, I am answering your letter of May 8. According to the traditional lackadaisical manner of WCSR I have just seen the referred to piece of communication.

You have, no doubt, already assumed that there would be no tape before last June, nor, as a matter of fact, before Sept. 21. It seems that our Miss Herty has let her studying slip to all time low last year; consequently, this year will be a fairly busy one for her. Also, This year is being devoted to making WCSR perfect and POPULAR.

All this means....we are not going to be able t to send you any programs. We already are taping an hour program a week for our advertising.

Roo sends her sincere regret...Me too.

Sincerely,

Almeria Thompson
Exec. Secretary

C
O
P
Y

ALBERT D. KING, INCORPORATED
65 King St.
Northampton, Mass.

May 15, 1953

Smith Campus Radio W.C.S.R.
Smith College
Northampton, Mass.

Dear Miss Davis:

For carrier current coupling to two phases of the college 3200 volt wiring system to give campus coverage, the following items are required:

Item One: Coupling box with phasing and matching network, mounted in weatherproof bos outside building, complete, including adjustment, testing and five year guarantee; designed, built and installed by us..... $ 580.00

Item Two: Capacitors to couple to line, 0.003 mf @ 10,000 Volts (working), special design, for total submersion, with pot type wiped joint terminals. Tentative maximum price estimated at $150.00 each. Final billing to be at cost plus 15% for procurement .....$ 300.00

Item Three: Mr. David, of the college, will estimate and quote on the following:

1. Two Tee Taps on 3200 Volt line.

2. Purchase and installation of two G & W pot type 5 ampere cut outs, without serge chambers. Two spare 5 ampere lines to be stocked by Mr. David.

3. Installation of capacitors with cut outs in transformer volt.

4. Wiring in conduit to coupling box furnished by us on side of radio station building, giving taps connected through the capacitors to two legs of the 3200 volt lines. All wiring to be done with Simplex Anhydrex Neoprene covered shield #4 stranded copper wire or equivalent.

It is estimated, by us, that the cost of the fore-mentioned items, with labor, of the work to be done by the college will not exceed . . . . . $ 870.00

GRAND TOTAL ESTIMATED $1,750.00

C
O
P
Y

albert d. king, incorporated
65 King Street
Northampton, Mass.

May 15, 1953

Work on Item one will be completed by Albert D. King, Inc. by September 1, 1953.

Item two will be ordered within ten days of approval of this agreement. These capacitors will be available before September 1, 1953, barring a strike at the G. E. Hudson Falls, New York plant.

Payment on items one and two will be 20% or $176.00 before the work is started and the net balance due on or before October 1, 1953.

In general, the system is a matching network for the R.F. from the transmitter to two phases of the power line. There is no direct connection from the transmitter to the network. The network will be mounted outside the station in a locked metal box. The system is grounded through heavy copper wire capable of handling many times the current allowed by the 5 ampere fuses off the electric lines. In addition, the lines from the capacitor taps off the power line are protected by a western Electric grounding device at their entrance to the coupling box. Essentially the same system has been in use at Amherst College for the past two years.

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
OFFICE OF THE SUPERINTENDENT

May 19, 1953

Miss Janet R. White
Martha Wilson House
Smith College
Northampton, Mass.

Dear Miss White:

Our estimate for coupling the radio transmitter of the College Radio Station to one of our high voltage feeders in transformer vault T-11 is NINE HUNDRED TWENTY-FIVE DOLLARS ($925.00).

As discussed with Mr. Albert King we are to furnish and install 2-5000 volt oil cutouts in the vault; connect two (2) capacitors (which are to be furnished by Mr. Albert King) in the vault and install a 2" conduit from the vault to the outside of the Radio Station; this conduit to terminate in an outdoor cabinet to be furnished by Mr. Albert King. The equipment in this cabinet will also be furnished by Mr. King.

I am sure you understand this estimate is for our part of the work only. I have no idea what Mr. Albert King's estimate of costs may be.

Very truly yours,

Geo. W. King

George W. King
Superintendent

GWK/mck

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
OFFICE OF THE TREASURER

May 22, 1953

Miss Janet White
Martha Wilson House
Northampton, Mass.

Dear Miss White:

Attached you will find copies of my letters to the Albert D. King Co., Inc., as well as to Mr. George King, Superintendent of Buildings and Grounds, regarding the work to provide by next fall satisfactory campus coverage of the Radio Station. You will also find attached a copy of Mr. King's proposal.

I assume that you will forward to Albert D. King, Inc., a check for $176.00, representing the 20% of Items One and Two, as provided by this agreement.

If you have any questions regarding any of these points as covered by the letters, or if you feel that there should be anything added, I would be glad to have you get in touch with me.

Yours truly,

William A. Bodden

William A. Bodden
Treasurer and Controller

WAB:bc

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
OFFICE OF THE TREASURER

May 22, 1953

Mr. George W. King
126 West St.
Northampton, Mass.

Dear Mr. King:

It is my understanding that your department has made an estimate of $925.00 for the cost of the work included in Item Three of the proposal of Albert D. King, Inc., for the modification of the transmission system of Smith Campus Radio Station SCSR.

This will authorize you to proceed with the work required to take care of these items and to charge Radio Station WCSR.

I also assume that your Department has approved the program and that the work as contemplated is such that there will be no interference with any electrical service of the College nor will there be danger to the student operators of the Radio Station.

Yours truly,

William A. Bodden
Treasurer and Controller

WAB:bc

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
OFFICE OF THE TREASURER

May 22, 1953

Albert D. King, Inc.
65 King St.
Northampton, Mass.

Dear Mr. King:

I have reviewed AND APPROVED your proposal of May 15, addressed to the Smith Campus Radio Station, W.C.S.R., in which you have outlined the work contemplated to be done during the summer to correct the deficiencies in transmission of programs from W.C.S.R.

It is my understanding that the work you will do will cost $880.00, as indicated in Item One and Item Two of your letter of May 15. The work incidental to Item Three will be provided by the Smith College staff.

It is also my understanding that we will have, after this work is completed, a satisfactory distribution system which will function legally, so far as Federal regulations governing the operation of such radio stations are concerned; and also, that all work will be such that there will be no possibility of any physical injury to any student operators.

Yours truly,

William A. Bodden
Treasurer and Controller

WAB:bc

W L T I

LOWELL TEXTILE INSTITUTE
BROADCASTING SOCIETY

(VOICE OF LTI)
CARRIER CURRENT

LOWELL TEXTILE INSTITUTE
LOWELL, MASS.

May 25, 1953

Director of Campus Broadcasting Station

Dear Sir:

As a new carrier current station, WLTI has faced many broadcasting problems within the past year. Some of these problems were easily rectified, others were not; however, we did receive a host of suggestions as a result of these problems and we have sought to investigate these suggestions whenever possible.

One of these suggestions had to do with the formation of an educational network to which both small and large college stations could subscribe. The advantages are obvious, in that the combined facilities and programming potentialities are, of necessity, greater than those available to any single station. The object is to present to even the smallest station the very best in programs so that these stations may more easily compete with commercial broadcasting organizations in their quest for campus listeners.

We are, therefore, interested in details on the existence of such a network, if any, and if not, we would like to suggest its formation. We are very interested in discussing the project with representatives of other stations in the New York--New England area over the summer so that if it is feasible work may begin in the fall. We may be contacted during the summer at our school address, and meetings with one of our representatives can be arranged in New York City, Lowell, and other locations including the Mid-West.

Yours very truly,

Edward L. Bonacci

EDWARD L. BONACCI
President, WLTI

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

June 2nd, 1953

Miss Janet White
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss White:

Thank you for your letter of May 29th.

The conditions of our offer for renewal of Lucky Strike programs on WCSR for next year are dependent upon the response of WAMF to our offer to them. That is, if WAMF accepts, next year as this year the news will be made available by wire to WCSR for rebroadcast, and you will be asked to originate only the music program each day. Under this arrangement our offer to you would be about $300.00.

If, however, WAMF does not accept the renewal, different arrangements will be worked out and a somewhat different offer made to WCSR.

With the delay for WAMF's consideration of its own renewal in mind, we asked a few weeks ago for your summer address, and as soon as we know definitely what the offer will be, I will contact you.

Cordially,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Operations Manager

RV:lk

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

June 24th, 1953

Miss Janet R. White
Manager, Radio Station WCSR
494 Whitney Avenue
New Haven, Connecticut

Dear Miss White:

An expansion of the RCA classical music program series on college stations is under consideration for the 1953-4 college year, with extension of the basic library and monthly supplements to more stations.

Smith was not included in the first year group because it was our belief that WCSR was several steps ahead of most campus stations in having something of a classical collection on hand - I can recall that in my time at Amherst we quite envied the WCSR stock!

For purposes of evaluating what sort of records WCSR would want if extended the RCA library privilege, we would like to know approximately how many records you now have on hand, and what kind of music they favor - that is, do you have a preponderance of symphony and opera, or would you be low in this type?

If you feel you have a fairly good balance already as to types, perhaps it would be possible for your staff to select a list of suggested records in the fall if WCSR does receive the library, so as to avoid duplications.

Your immediate answer will be greatly appreciated, and will help us and RCA in evaluating what sort of records you can best use.

The renewal contract for your Lucky Strike programs next year will be along shortly.

Sincerely,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Operations Manager

RV:lk

Hodgen
SARGENT STREET
BELCHERTOWN, MASS.

July 14, 1953

Dear Jan,

Am very sorry to hear that WCSR is having financial difficulties along the technical end. However, understanding just what the situation was last semester as far as Mr. King is concerned, I am not surprised at this latest move on his part. I only hope that his summer work at the station will not make the situation worse.

With the approval of my Chief Engineer I have been able to draw up a rough sketch of what we can offer WCSR in the way of technical services if we can convince the administration at Smith of the practicality of a change. This basically is what we would like to do and how we would go about it.

First, the WAMF engineers would become PBS engineers and take over all engineering duties at both Amherst and Smith. This would mean that our engineers would do all maintenance work at WCSR and all new installations there if you should have any in the future. In other words, the PBS engineers would completely replace Mr. A.D. King &CO., doing any and all work he has done (or hasn't done) in the past. I feel certain that Paul and his boys are quite capable of doing as good a job as, if not better than A.D. Of course, the Smith Treasurer is going to require proof of this, but I think that we can satisfy him with letters of recommendation Paul has from electronics companies he has worked for in the past. Besides this, we have concrete proof of his ability in the form of WAMF. Our plan of attack will have to be carefully worked out in the near future when we can all get together to discuss the matter. The main thing now is that if our engineers take over, they want to do so completely. This would mean also that members of your technical staff would have the opportunity to learn to make minor technical repairs themselves.

Secondly, as far as costs are concerned we would charge only for material costs and transportation; that is, you would pay for all parts at the price for which we paid for them plus about $1.00 a trip for service calls. This seems very reasonable to me, and I think you will find it much cheaper than what Mr. King has charged even though we have farther to travel. How does it sound to you?

Finally, as to promptness of service, all we can say is that an engineer would get to WCSR as soon as possible when needed. I am sure that you understand why we can make no definite commitment on the length of time in this case, but I can assure you that you would not have to wait weeks and months to have a turntable fixed. Quoting from a letter from the Chief Engineer, here are the only things that would prevent immediate service:

" 1) Being out of town
2) Class or laboratory
3) Hour test the next day (for evening calls)
4) Final exam week and probably the week before
5) Regular meals at Valentine unless it is urgent.
6) House meeting (Tuesday nights)
7) Really behind on homework."

Right now we have four qualified engineers and adequate transportation, so service should be suitably prompt.

Well, there you have it. Of course, this is as I said before just a rough sketch of the overall plan. I shall be very interested to hear what you think of it, and I will appreciate any suggestions you may have. If anything is going to be done, we shall have to start working on the Smith College Treasurer just as soon as school starts, so it might be well to make as many plans as possible this summer. I sincerely hope that something can be done, because it will be to our advantage as well as yours to have WCSR operating smoothly on the technical end.

By the way, I happened to be in 'Hamp yesterday, so I stopped at WCSR, unlocked the door, and walked in to look around. It doesn't look as though anyone has been in there since the end of school, and there are no signs of repairs being made. In general, everything looks safe and sound, though.

If by any chance you happen to get up this way before school opens again, perhaps we can get together to talk this thing over. It's too bad I didn't know that you lived in New Haven when I was there last month, or I would have stopped then.

Hope you are having an enjoyable summer.

Yours for a bigger and better PBS,

Bob Hodgen

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

August 5th, 1953

Miss Janet White
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Janet:

Thanks for your letter of the 26th bringing us up to date on the record situation at WCSR.

The current RCA series which we are presently administering on college radio stations involves classics and sem-classics exclusively, so participation in that plan would not help your popular needs at present.

We will see what we can do to have WCSR included in the 1953-4 RCA series. Your chances of being added to the list of stations looks quite good, since the record distributor in your area, Ed Sarnoff(a son of the chairman of the board of RCA) is especially interested in getting the program service extended to all college stations in his district.

So, while even 200 classical records sets you well ahead of some of the stations, it would seem that if they are becoming worn as you suggest, there should be little trouble in getting RCA to extend its classics series to you.

Nancy says "hello!"

Cordially,

Bob Vance

Robert R. Vance, Jr.
Operations Manager

RV:lk

BROADCAST MUSIC, INC.

580 Fifth Avenue • New York, N. Y.

ZONE 36

PLAZA 7-1800

September 15, 1953

Miss Susan S. Tower
Station WCSR
Northampton, Massachusetts

Dear Miss Tower:

We have a report from our Field Representative who recently visited Boston. He informs us that your college station WCSR is apparently carrying commercial advertising and therefore must be receiving "revenue from the sale of station time".

The type of license in effect between BMI and your station is for non-commercial operation and as such calls for the token payment of $1.00 per year.

You will note in the copy of the BMI contract that these stipulations are clearly stated in the rider attached to the contract.

The point is, if you are selling time, then the BMI form of non-commercial license should be changed and your station should pay regular commercial fees.

Would you please let us hear from you.

Sincerely,

Glenn Dolberg

Glenn Dolberg
Vice President

GD:j

WPRU

princeton broadcasting service, inc.
PRINCETON, NEW JERSEY • PHONE 788

September 15, 1953

Miss Roo Herty
WCSR
Smith College
Northampton, Mass.

Dear Roo,

Well, the school year is starting again, and WPRU is back in business. Unfortunately, this week a skeleton crew is trying to entertain the freshmen, and things are a little too hectic to make any definite moves on the plans I wrote you about last spring. However, as soon as our full personnel is back, and Johnny Walker and I can get more organized, we will give you the full details on our plans.

Basically the idea we are hoping to put across would be a series of two or three exchange shows on the theme of "big weekends" at Princeton or Smith etc. Whether we would be able to send our personnel to Smith for participation in your shows and vice versa will of course depend upon the practicability of budget, but we are hoping to work it on that basis if agreeable to you. We also hope that we could sell for your profit the shows that will be broadcast in Princeton and vice versa. As the three weekends that you would probably be interested in are the Yale Game, Junior Prom, and Houseparties, and the shows would not be released until shortly before those weekends we will have considerable amount of time to work on the project; but if you are still interested, we hope to get started right away.

Sorry for the long delay in answering your very heopful letter, but I found as I imagine you did that the station and Princeton in general were submerged by a series of summer activities. Incidentally you might be interested to know that we are using your D J show in our Freshman schedule. Hope your summer was as pleasant as mine and we will hear from you soon.

Sincerely yours,
John Tucker
John Tucker
Associate Director

WPRU

princeton broadcasting service, inc.
PRINCETON, NEW JERSEY • PHONE 788

September 28, 1953

Miss Roo Herty
Production Director
WCSR Radio
Smith College

Dear Roo:

No doubt in your dealings with WPRU and Princeton in general you have heard some of the great jazz music produced by Stan Rubin and the Tigertown 5. You may not, however, have realized that he has recently released a record of his nine most popular numbers, which has been selling like wildfire here in Princeton. Stan is now thinking of distributing the record at Smith and approached us with the idea that you be sent a complimentary record to introduce his band to the WCSR audiences. We feel that this arrangement will be beneficial, not only to the Tigertown 5, but to WPRU and WCSR as well, for we have found in the last year that the Tigertown 5's weekly jazz show was our most popular program.

This summer their reputation was spread even further through their tremendously successful appearance on one of the college tour ships running to and from Europe, and in many of Europe's most prominent nightspots, including Maxim's.

Your complimentary record follows. We hope that you and your audience will enjoy it as much as we have.

WCSR
600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700—Extension 512

October 1, 1953

Public Relations Dept.
Westover Air Force Base
Springfield, Mass.

Gentlemen:

As you may, or may not, know WCSR is the student radio organization at Smith College. We are on a network with the Amherst College radio station and our regular schedule of programs is broadcast over this line. However, several times a year we exchange programs with various other stations - primarily college organizations.

It is about this that I am writing you. I don't know whether you have a commercial broadcasting unit, but if you do have such facilities we are interested in doing one or more shows for you there. We would send several of our members to broadcast a disc jockey program, a special interest show, or something on that order. We could also send a technician, if she can cope with your board.

If you are at all interested in an arrangement of this sort - or perhaps an exchange of some type - this Fall, would you please let me know.

Sincerely,

Jan White
General Manager

PERSONNEL INFORMATION AND EDUCATION OFFICE
1600TH AIR BASE WING (MATS)
Westover Air Force Base, Mass.

7 October 1953

Miss Jan White, General Manager
Station WCSR
Smith College
10½ Prospect Street
Northampton, Mass.

Dear Miss White:

The Personnel Information and Education Office is in receipt of your letter of October 1.

Your excellent proposal came to our attention just a few days too late. Last Friday, October 2, we concluded a two-year run of "Westover Airlanes," a 30-minute sponsored show conducted daily from the lobby of the Military Air Transport Service Passenger Terminal.

This program had been conducted with an eye to suggestions such as yours. It was in deference to a shortage of qualified personnel that the show was suspended; however, it is possible that, should the personnel picture improve, "Westover Airlanes" will be resumed. You may be assured that if such a time comes, your worthy suggestion shall get maximum consideration.

Many thanks for your offer.

Sincerely,

William P. Matson

WILLIAM P. MATSON
2d Lt, USAF
Personnel Information
and Education Officer

WCSR
600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700 — Extension 512

October 9, 1953

Mr. John Tucker
Asst. Production Dir.
WRNJ Radio
Princeton, N.J.

Dear John,

We have heard of, and heard, your Stan Rubin and the Tigertown 5. They are wonderful and we will try our best to sell their record to Smith. We have several jazz programs a week, for which we could certainly use more material. The record has not arrived yet, but it will be put to use as soon as it gets here. Thanks very much for sending it.

You asked for the address of our largest record store. I think you will find that most people go to the Music House, Main St., Northampton, Mass.. Our Advertising Mgr. will speak to them about carrying your records and perhaps we can help promote sale of them.

Sincerely Yours,

Ron Herty
Production Mgr.

COLLEGE RADIO CORPORATION
Columbus 16, Ohio

October 19th, 1953

Dear Station Manager:

We're happy to advise you that the RCA University Classical Music Program Series is being extended to your station. You will recall that under this program plan your station will be supplied with a basic library of RCA LP's (with more records to be added periodically thru the year), in return for which you agree to schedule an hour broadcast each day, five days a week, featuring RCA selections exclusively and providing simple record credits to RCA Victor.

Enclosed herewith you will find two copies of the contract covering this series and a sheet listing the required credit announcements to be used on the air (plus additional optional announcements you may use if you so desire). Please read over the contract fully and carefully, and don't hesitate to inquire if there are any points about which you would like explanation.

In paragraph two of the contract, fill in the time of day at which you will schedule these programs, and circle the days of the week on which they will normally be broadcast.

As indicated in paragraph seven, we reserve the right to solicit national sponsors for all or any part of these programs, in the usual course of our activities as national sales representatives for the Intercollegiate Broadcasting System. The usual IBS schedule of rates, discounts and commissions will govern our quotations for facilities.

The manager or program manager of your station should sign each copy of the contract, and his signature must be witnessed by someone over 21 years of age (preferably the faculty advisor), who should sign on the line marked "signature of witness." Please return one copy of the contract to us immediately.

RCA hopes to make shipment to you of the basic library (by express from Indianapolis) so that you will receive it between the 8th and 15th of November. We will forward to you, before the 15th, the broadcast report forms you will be asked to use and the envelopes for mailing them. As soon as it is available, we will also provide you with a timing index showing the duration of each selection.

We hope you will find the RCA University Classics Library an addition to your facilities you will find of value for many years to come, and are happy to welcome you to the group of stations participating in the RCA Series.

Sincerely yours,

Enc.

COLLEGE RADIO CORPORATION

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

October 26th, 1953

Miss Janet White
Manager, Radio Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Miss White:

We have discussed with Luckies the matter of WCSR's missing alternate Thursday music programs.

Although you indicate that you will be able to meet the requirement of 312 programs without makeups, the sponsor prefers that no fewer than 12 programs be regularly scheduled each week. Could you arrange to fit in another program at sometime during those weeks when you will miss a Thursday broadcast?

Thanks very much for your cooperation in this matter.

Cordially,

Bob Vance

Robert R. Vance, Jr.
Operations Manager

RV:lk

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
OFFICE OF THE TREASURER

November 2, 1953

Mr. Albert D. King
Albert D. King, Inc.
65 King Street
Northampton, Mass.

Dear Mr. King:

By this time I am sure you must have received your check for the balance due you from WCSR for 1952-53. I spoke to the girls about it and this is the result.

Naturally I'm interested in having that radio station function properly, technically as well as financially. I am, therefore, authorizing you to furnish your service for the first semester of the current school year which I would assume would be on a charge at the rate of one-half of your annual fee of $275.00. There are several items that should be taken care of and will you see that the necessary labor and materials are expended to rectify the deficiencies.

1. The 45 rpm on the left-hand turntable should be adjusted to eliminate the noise.

2. Find the cause of the static on the right-hand turntable at certain volumes.

3. Eliminate the hissing sounds which come out of the speakers even though there is no connection for sound.

4. Clear up the sound which is very cloudy at 78 rpm from the right-hand turntable.

5. Eliminate the fading on the network line. This can sometimes be temporarily stopped by flicking the origin switch but this should not be necessary.

6. Check and locate the loose connections in the board which cuts the station off the air. Apparently this is located in the lower left-

hand section housing various tubes on a board that can be pulled out for servicing.

7. Check and replace all needles if necessary.

Yours truly,

William A. Bodden
Treasurer and Controller

WAB:bc

I mailed the other copy.

WCSR

Pioneer
Broadcasting
System

Smith College

10½ Prospect Street

Northampton, Mass.

600 K. C.

November 11, 1953

Mr. Robert R. Vance, Jr.
Operations Manager,
Eastern States Radio Corp.
P.O.Box 1982
Columbus, Ohio

Dear Mr. Vance:

I have received your letter about our missing the Thursday music programs. We have rearranged our schedule so that we will not have to omit any programs. On the Thursday nights of house meetings we are going to broadcast the music program at 10:00. On the alternate weeks the show will go on as scheduled, at 10:30. In this way there will be no question of having more than 12 programs a week.

I am sorry to have bothered you with this problem.

Sincerely,

Janet R. White
Station Manager

JW/at

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

Done

November 12th, 1953

Dear Station Manager:

Under separate cover you have been sent twenty posters advertising the times of the Lucky Strike programs on your station.

As soon as these posters arrive, we would appreciate your getting together with the SMI Luckies student representative on your campus and discussing with him the best spots on and off campus for placing the posters. It is requested that the station staff post ten at spots on the campus, and that the SMI student representative place the remaining ten at shops off the campus. Please choose each location carefully so that the greatest possible number of students will see the posters in the natural course of their travels around the campus and in town.

If your campus is one of those where there is no SMI student representative, then the distribution of all twenty posters will be up to you. Whether there's a student representative at your school or not, please get whatever number of posters are allocated for distribution by the station staff <u>placed as quickly as possible</u>. It may take the student representatives a little longer to negotiate with various shopkeepers to display these posters, but those to be placed on campus by the station should be up within two or three days!

When you have a chance, please drop us a line telling us some of the spots you selected for the posters. Thanks very much for your cooperation!

Sincerely yours,

RV:lk

EASTERN STATES RADIO CORPORATION

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

November 22th, 1951

Dear Station Manager:

Under separate cover you have been sent twenty posters advertising the time of the lucky radio programs on your station.

As soon as these posters arrive, we could appreciate your getting together with the SMI Student student representatives on your campus and discussing with him the best spots on and off campus for placing the posters. It is requested that the station staff post ten at spots on the campus, and that the SMI students representative place the remaining ten at spots off the campus. Please choose such locations carefully so that the greatest possible number of students will see the posters in the natural course of their travels around the campus and in town.

If your campus is one of those first three in SMI student representatives, then the distribution of all twenty posters will be up to you. Whether there's a student representative at your school or not, please get posters under the station staff alumnus for distribution by the station staff placed as quickly as possible. It may take the student representatives a little longer to negotiate with various employees to display these posters, but these so be placed on campus by the station should be at least two or three days.

When you have a chance, please drop in a line telling us how far the posters are placed for the posters. Thank very much for your cooperation.

Sincerely yours,

EASTERN STATES RADIO CORPORATION

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

November 13th, 1953

Dear Station Manager:

The American Tobacco Company plans to record new commercials for use on the college radio Lucky Strike programs, to begin just after Christmas.

Again, as last year, Lucky Strike feels that particular stations participating in the Luckies series should be given the opportunity to offer their suggestions about the type of commercials to be used, and the personalities who will present them. This year, as in 1952-3, the comments of each and every Luckies program station are solicited.

The revised Lucky Strike commercials put into use last Spring quite definitely reflected the many helpful, critical comments sent in by various station managers, whose ideas were used as the copywriters' guide. Lucky Strike is looking forward to receiving equally frank, constructive suggestions now.

Won't you please sit down right now and write us a letter - just a short note will do - telling us:

1) How the present Luckies commercials are received by the students

2) Any suggestions you have to improve them

3) Whom you would hire to deliver the transcribed announcements if that were up to you personally

Of course, the majority opinion will rule, so don't feel that if some particular suggestion of yours isn't adopted, the sponsor doesn't like <u>your</u> idea: it may just be that more stations have suggested something different.

In order to get the new commercials prepared in time for use right after Christmas, it's absolutely essential that we have your comments within <u>ten days</u> - so, PLEASE, won't you do it <u>today</u>?

Your prompt reply will help show Luckies your appreciation for their support of your United Press news service.

Note: please confine this note to the above material <u>exclusively</u> - deal with other matters (such as other contracts, broadcast reports, etc.) in a separate letter, as <u>these</u> will go directly to the American Tobacco Company.

Thanks very much for your cooperation.

Sincerely yours,
EASTERN STATES RADIO CORPORATION

RV:lk

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

November 13th, 1953

Dear Station Manager:

We're writing this extra letter to you because your station is one of those programming music shows for Luckies in addition to news or sports, and Luckies wants your opinion on an idea of theirs about these music shows.

The American Tobacco Company is currently sponsoring a one-half hour strip of news and recorded music on the 5 NBC-owned stations. The title of the series is "Light Up Time," in which a very distinctive theme is featured. This theme was specially recorded for this series and consists of a small music group featuring a fine female vocalist singing "Light Up A Lucky, It's Light Up Time . ." and so forth.

Now, the sponsor would like to extend this idea to the presently-running music programs on the college stations, using this theme and title on all the music shows now being done for Luckies. The tempo of the theme is light and bouncy and would go well with any type of music (currently, on the NBC stations, Hit Parade tunes are scheduled one night, Broadway show tunes another night, hill billy music, songs of yesterday, and a potpouri of variety music on other days.)

If desired by individual stations, the "Light Up Time" theme could be a co-title or sub-title; for example, if the present show title is "Discology 99," the new title could be, "Your Happy-Go-Lucky feature, Discology 99," or "Light Up Time on Discology 99."

As you reply to the the sponsor's request for general comments on all commercials on all Luckies shows, won't you please include in the same letter your reactions to this additional suggestion? Thanks very much for your help.

Sincerely yours,

RV:lk

EASTERN STATES RADIO CORPORATION

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5394

November 17th, 1953

Miss Janet White
Manager, Radio Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Miss White:

Thanks very much for your letter of the 11th advising us that you have resolved the problem of the alternate Thursday evening Luckies programs.

We appreciate your cooperation in this matter.

Cordially,

Bob Vance

Robert R. Vance, Jr.
Operations Manager

RV:lk

WRUM TRUMBULL BROADCASTING SYSTEM

UNIVERSITY OF CONNECTICUT PHONE 9626 NEW LONDON, CONN.

Men working in the Music Department:

(director)	James E. Elliott, Jr.	'51	Manchester, Conn.	(Mr.Mrs. J.E.E., Sr.)	
'52	Paul and David Mathisen,		Bridgeport "	" "	Oscar I.
"	Alfred H. Heilbronn ,		" "	"	" A.H.H.
'51	Robert P. Dobrich,		" "	"	" John D.D.
'52	Robert C. Clements,		West Hartford "	"	" N.V.Clements

Continuity and Script Dept.

(director)	EdwardJ. Caputo	'51	Hamden, Conn.	(Mr. and Mrs. Thomas Caputo)	
	Edward Fink	'51	New Haven "	"	" Edw. Fink
	Phil Goodwin	'52	Norwalk, "	"	" Nat Goodwin
	Charles Peterson	"	" "	"	" Chas. Peterson

(director) Public Relations and Publicity:

'51 Charles B. Kopelman Hartford, Conn.(Mr and Mrs. Joseph I.)

no staff

Partial list of announcers

(director)	Pete Stromer	'51	Norwich, Conn.	(Mrs. S. Stromer)
	Irving Shuberg	'52	New Britain "	Mr. Meyer Shurberg
	Edward Pouch	"	Southport, "	Mrs. J.W. Pouch
	Irving Lipsiner	'51	Bridgeport "	Mrs. Ida Lipsiner
	* Peter Madonno	'51	Shelton "	Mr. and Mrs. Peter M., Sr.
	* Boris Burack	"	New Haven "	" " Joseph Burack
	* Charles Kopelman			
	* Edward Caputo			
	* James Elliott			

* Members of board of directors, also.

WRUM TRUMBULL BROADCASTING SYSTEM

UNIVERSITY OF CONNECTICUT PHONE 9626 NEW LONDON, CONN.

More Announcers..

			Parent-s
Owen Maller	'52	New Britain, Conn	Mr. Randolph Maller
Joseph Tenlder	'51	New Haven	Mr.-Mrs. Benjamin Michel
John Dugan	"	"	" " John J. Dugan
Richard Shelling	"	"	Mr.-Mrs. Symon Kelsey
Hal Casey	'52	Forestville, Conn.	" " Michael J. Casey
Gene Girdwood	"	Plantsville "	Mrs. Stella E. French
Peter Volmes	'51	Norwich "	Mrs. Mary Volmes
Peter Brodigan	'52	Buenos Aires Ag.	Mr.-Mrs. Francis Brodigan
George Wolf	'51	Bridgeport, Conn.	" " Morris Wolf

Partial List of Technicians and operators;

dir)	Kenneth Larsen	'51	Meriden, Conn	Mr. Albert Larsen
	Jerry DeCapua	"	New Haven	Mr. D. DeCapua
	Charles Forslund	'51	West Haven	Mr. -Mrs. H.C.Forslund

that's all right now..

more on the way shortly

CBK.

C·R·C
COLLEGE RADIO CORPORATION
545 FIFTH AVENUE • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865

Station Letter

November 23, 1953

Dear Station Managers:

Within the last few weeks College Radio Corporation has forwarded you a large quantity of survey material. A very large number of the stations have forwarded the material, but of course there are those stations who have not sent all of the materials back.

Below is checked the material which we have NOT gotten from you, as of November 21, 1953. Please finish all the work AS SOON AS POSSIBLE, so that the results can be surveyed.

There is an actual example of a station being asked specifically to submit material -- and because of neglect, this station is losing well over $100 a year on just one account. DON't let this happen to your station.

Thank you for all the cooperation -- especially if your station is one of the majority who did send in the material immediately.

Sincerely yours,

COLLEGE RADIO CORPORATION
Sales Department

STATION: Smith

We have not received:

When material was forwarded to you: OCT 1953

(✓) Red daily program logs
(✓) Play-by-Play questionnaire
(✓) Merchandising (Section I)
(✓) Merchandising (Section II)
(✓) Listenership Survey (Section III)
(✓) Station Data (Section IV)
(✓) BUYING HABIT SURVEY (Section V)

NOV 6 1953

Sent in separate cover.
Instructions with survey booklet

* * * * * *

IF YOUR STATION HANDLES THE LUCKY STRIKE PROGRAMS, PLEASE FILL IN AND MAIL THE CARD ENCLOSED. THANK YOU.

COLLEGE RADIO CORPORATION
Columbus 16, Ohio

December 1st, 1953

Dear Station Manager:

Enclosed please find a copy of the timing indices for the basic RCA Series library and for the December supplement.

We regret that these indices have not been available until now, and hope you have not been unduly inconvenienced by the delay.

You will also find enclosed a copy of the broadcast affidavit form for RCA programs. If your report for November broadcasts has not already been put in the mail to us, please fill in and return to us the enclosed form.

It is <u>not</u> necessary to list the selections played on the various programs.

Sincerely yours,

COLLEGE RADIO CORPORATION
Columbus 16, Ohio

Enc. (4)

WHUS THE HUSKY NETWORK
UNIVERSITY OF CONNECTICUT STORRS, CONN.

December 1, 1953

Radio Station W C S R
Smith College
North Hampton, Mass.

Dear Station Manager:

At a recent meeting of our Executive Board it was brought to my attention that W C S R and W H U S had exchanged correspondence concerning "exchange broadcasts."

Through an oversight we have misplaced this correspondence. If you are still interested in having "exchange broadcasts" would you please let us know, as we are always interested in having staff members of other college radio stations come in and do exchange shows with us.

Very truly yours,

Lee Shilepsky

Lee Shilepsky
Chairman, Intercollegiate College Radio
Committee, W H U S

The College Radio Network **pbs** In The Pioneer Valley

THE PIONEER BROADCASTING SYSTEM

SMITH COLLEGE AMHERST COLLEGE AMERICAN INTERNATIONAL COLLEGE

December 3, 1953

Mr. Robert Vance
Eastern States Radio Corp.
P.O. Box 1892
Columbus 16, Ohio

Dear Bob;

We want to thank you for including WCSR at Smith College in the RCA - Victor LP plan. It is a great help to Classical programming to be able to have this supply of records.

We have one problem concerning this which is bothering us, however. As you know, WAMF and WCSR exchange programs over the PBS network facilities. Up until this week WAMF has been doing the daily one hour classical music show for RCA-Victor as a network production with all shows originating in Amherst. Now WCSR is getting RCA records of their own. Because the time most practical for WCSR to fulfill their RCA-Victor requirement coincides with the above mentioned daily hour show, we have been wondering if it is permissible to exchange programs on this one hour spot.

It would ease the programming problems of both stations if WAMF could originate three of these programs and WCSR originate two. Under this arrangement, all the RCA-Victor credits would be given as required and both stations would carry one hour each day. As far as we can see, each station would be fulfilling the contract require-

ments of total broadcast time, etc.. The results of this method would be precisely the same - listener-wise - as if each station were originating the five shows independently.

We are particularly anxious not to violate the contract and hope that the arrangement described above will meet with your approval. Please let us know your opinion, in any case, so that we may do the acceptable thing.

Yours appreciatively,

JW/at

Burt W. Griffin
WAMF

Janet R. White
WCSR

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

December 7, 1953

Radio Station WHUS
University of Connecticut
Storrs, Conn.

Dear Mr. Shilepsky:

We did write to you early this fall about "exchange broadcasts" between WCSR and WHUS, but hearing nothing further from you, we have already completed arrangements with other colleges until the end of this semester.

However, we are very much interested in this type of work and would be very glad to work up an exchange of shows with you for sometime this Spring. I think that it would have to be in the Spring, because of our February elections and the confusion of getting a new board into office.

If after Christmas you will send us a little more information on the type of programs you would like and some possible dates for the "exchange broadcasts," we should be most willing to make more specific plans.

Sincerely,

Janet R. White
Station Mangger

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

December 7, 1953

Eastern States Radio Corporation
P. O. Box 1982
Columbus 16, Ohio

Dear Sirs:

First in response to your suggestion of the new Lucky Strike music shows, "Light Up Time." Our present Luckies music programs are broadcast at 10:30 in the evenings and are entitled, "Stardust Time." The continuity of the programs follows the general mood set by the title. We, therefore, feel that the tone established by a show such as you suggest is somewhat incongrous with the time and subject of our present broadcasts. Neither do we like - on general policy - to use a vocal number as the theme of any of our shows. However, we certainly appreciate your efforts in offering us this idea.

The present Lucky Strike commercials are well received by the listeners of WCSR. Although paople often find the singing commercials irritating to a certain extent, we feel that they are actually quite effective. We would, however, suggest that the interviews are not as good as the straight speaking commercials.

Our only request in the line of transcription announcers is Don Wilson, whom we think quite good on the national broadcasts.

We do hope that these few criticisms and suggestions will prove helpful in future Lucky Strike advertising.

Sincerely,

JW/at

Station Manager

C·R·C

COLLEGE RADIO CORPORATION

545 FIFTH AVENUE • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865

December 7, 1953

Miss Dorothy M. Coffman
Advertising Manager
RADIO STATION WCSR
Smith College
Northampton, Mass.

Dear Miss Coffman:

Thank you for your letter of December 4. We realize that this is a difficult and time-consuming job, and that you have other items like studies to occupy your time. However, as you must understand, the sooner we have this information on your station, the better job we can do for you.

Under separate cover you will receive the BRAND PREFERENCE SURVEY. We are sorry that you have not had it before this.

Thank you for your cooperation. If there is anything that we can do for you please don't hesitate to let us know. Don't hesitate to drop in to see us when you are in New York.

Sincerely,

COLLEGE RADIO CORPORATION

David Ross Crow

David Ross Crow
Vice-President

WRTC STAFF PERSONNEL FOR CVN

* Member Station Governing Board — *** Treasurer of Station Responsible to Gov. Bd. — ** Chairman of Governing Board — **** Eng-Ann

Prep Sch	Name	Class	Hometown	Position	Parent
S.Kent	**EDSALL, Samuel C.	1949	Geneva, N.Y.	Station Manager	Samuel H.
Westwd HS	*THOMAS, Donald M.	1951	Westwood, N.J.	Program Director	Malvern F.
Garden	*LEWIS, Russell M.	1952	Brooklyn, N.Y.	Chief Engineer	Harold M.
Hall HS	*BACON, Robert W.	1951	West Hartford, Ct.	Production Manager	AlfredW.
Newark Ac	*STANLEY, James S.	1952	Orange, N.J.	Chief Announcer	Cyril S.
Killingley	*DORMAN, Brian A.	1951	Danielson, Ct.	Musical Director	Albert V.
StamfordH	*JENKINS, Robert J.	1950	Stamford, Ct.	Promotion Director	-JasperJ
	*KULP, Ned K.	1951	Lansdale, Pa.	Advertising Director	Floyd E
	***DUDLEY, Marshall	1951	Guilford, Ct.	Treasurer	-
Milford	SHEAHAN, Donald E.	1950	Highland Park, Ill.	News announcer	- Maurice F.
Trinity	BILLYOU, Scott	1950	Roxbury, Ct.	Announcer	Ferris S.
StAndrews (Del)	ELMES, Norman J., Jr.	1951	Plainfield, N.J.	" "	Norman J.
EpicopalAc	CLIPP, Samuel W.	1952	Ardmore, Pa.	" "	Roger W.
	BILLINGSLEY, H. M.	1951	Souix Falls, S.Dak.	" "	
	JENKINS, Benjamin W.	1951	Lakewood, Ohio	" "	
Islip HS	HINKEL, Bruce	1952	Islip, N.Y.	Engineer,	F. C.
Penn Charter	****BRIDGE, Byard P.	1951	Philadelphia, Pa.	" "	Harry P.
BristolHS	NIKOLAIS, John D.	1952	Bristol, Ct..	" "	John R.
Loomis	BULMER, James W., Jr	51	Glen Cove, N.Y.	" "	James W.
St Albans	***ELLISON, Richard	1952	Arlington, Va.	" "	P.M.
	WILLIS, Peter	1952	Palm Beach, Fla.	Local Campus Newsman	-ann.

Pat:

Here is as complete a list of the information you requested as I have at present. It is somewhat incomplete in some departments, but I think it is complete enough for general publicity purposes. I'm sorry that I am unable to give you any data on personnel involved in the WRTC network disc, but arrangements are still incomplete at this time. Also please excuse the typing as it is pure newspaper grade work.

Bob J.

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5394

December 18th, 1953

Mr. Burt W. Griffin
Miss Janet White
The Pioneer Broadcasting System

Dear Janet and Burt:

We have your letter of December 3rd inquiring about origination of the RCA Series programs and the possibility of WAMF rebroadcasting some done from WCSR and WCSR rebroadcasting some done by WAMF.

There is absolutely no objection to your making any network arrangements of this sort you may wish to make, just as long as each station transmits the required schedule. Which studio is originating a given program doesn't matter.

An exchange deal such as you outline will have no bearing on your contract, either, with respect to your earning the records at the end of each contract year by virtue of having completed the required number of programs.

We hope you are finding the RCA Series working out to your satisfaction and that you are reasonably well pleased with the selections being provided. We have received comments from five or six stations who are not too happy with the type of music being sent out; but in each of these cases a special type of college audience is involved - such as the Harvard and Haverford groups. We do hope that for the average school station with the average classical library, the RCA selections are well chosen.

However, if you have any comments to offer on the selections themselves, we would be happy to hear them for future reference. (We do have comments already from WCSR, but perhaps there are changes or further suggestions now that some months have passed.)

Best wishes to you both for a happy holiday season.

Cordially,

Bob

Robert R. Vance, Jr.
Operations Manager

RV:lk
cc:Griffin

Toffy - do you want this for your file?

C·R·C

COLLEGE RADIO CORPORATION

545 FIFTH AVENUE • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865

December 18, 1953

Miss Dorothy M. Coffman
Radio Station WCSR
Smith College
Northampton, Mass.

Dear Dorothy:

Thank you for your letters of December 11, 1953 addressed to Mr. Crow. We realize your situation, and the information forwarded is fine.

Both my partner and I were AMHERST '52, and started your PBS, etc., and having camped every day (literally) of my college life in the Quad, I understand Smith and "Smithies" -- even though the gals sometimes have unflattering "set" opinions of Amherst.

I'll be interested in the sales booklet which you say you are preparing. I always believed that a good sales staff of girls could get more advertising in Hamp, if well organized and fortified with material, than the Amherst newspaper ever did. We used to take a lot of money from Hamp (when I was on the newspaper in Amherst). I'm convinced they are fertile fields if pushed.

Best wishes for a successful year, and growth in the station.

Sincerely yours,

COLLEGE RADIO CORPORATION

Edwards R. Hopple
Sales Dept.

ERH/weh

HPK.

MEMORIAL STUDENT UNION

University of Missouri, Columbia

Student Union Activities Board

December 31, 1953

President Benjamin Wright
Smith College
Northampton, Massachusetts

Dear Sir:

It is our information that your institution operates a radio station.

We are in the process of gathering information pertaining to the establishment of a University operated radio station, and we will appreciate it if you will ask the officer responsible for your station to let us have the information asked for on the enclosed sheet.

It will take only a few minutes to fill in the blanks indicated, and the information will be of considerable value to us. Thank you for your assistance.

Sincerely yours,

John Collet

John Collet, Vice-President
Student Union Activities Board